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# Inside Information

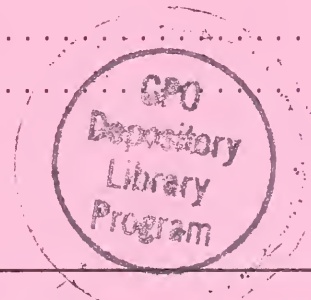
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## Inside This "INSIDE"

	Page
Beginning This Fall Cornell Offers A Ph.D. in Communication . . . . .	2
New CDFA Brochure Provides Info About California Agriculture . . . . .	2
COSDA Annual Meeting Set for November 1-4 in Atlanta, Georgia . . . . .	2
USDA Awards New 5-Year CID Service Contract to Martin Marietta . . . . .	3
USDA's World Food Day Teleconference Available to DC Employees . . . . .	3
14th National AISES Conference Due November 5-8 in Capital Area . . . . .	3
Deadline for ARC's "Golden Arc Awards" Drawing Near . . . . .	4
USDA Funds New Video Documentary from New Mexico and Purdue . . . . .	4
ARS Media Relations Head to Visit New York Editors and Producers . . . . .	5
GAO Conducts Survey of Fed Personnel Involved in Public Affairs . . . . .	5
New Mexico State University Has Opening for Media Specialist . . . . .	6
USDA Publishes New Guide to Programs for Native Americans . . . . .	6
USDA's NAL Has New Publications on Sustainable Agriculture . . . . .	7
Upcoming Communication Events and Training Opportunities . . . . .	8



**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

**EDITOR'S NOTE:** Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

**BEGINNING THIS FALL CORNELL OFFERS A PH.D IN COMMUNICATION**

Cornell University's Graduate Field of Communication in conjunction with the Department of Communication received authorization to offer the Ph.D. in communication beginning this Fall.

The doctorate in communication at Cornell is designed to be a small (approximately 16 students), high quality program focusing on three strengths of the graduate faculty: science and environmental communication, psychology of communication, and communication and social change.

The primary emphasis of the Ph.D. program will be to prepare students for academic positions. A variety of factors including the general aging of the professorate, an increasing demand for communication undergraduate courses, and a stable supply of communication Ph.D.s suggest that demand will continue to increase for Ph.D. graduates. In addition to academe, demand is expected from two areas: (1) public opinion/audience research for media organizations, political organizations, and public and private institutions and (2) program management.

For more information contact: Carroll J. Glynn, Director of Graduate Studies, Graduate Field of Communication, 327 Kennedy Hall, Cornell University, Ithaca, NY 14853-4203. Telephone is 607-255-8460, fax 607-255-7905, or INTERNET (GLY@CornellA.CIT.CORNELL.EDU).

**NEW CDFA BROCHURE PROVIDES INFO ABOUT CALIFORNIA AGRICULTURE**

Were you aware that California leads the country in the production of 65 crop and livestock commodities? Ever wonder what California's top 20 farm products are?

These and other vital 1991 statistics and facts about California agriculture are contained in a free-of-charge brochure now available from the California Department of Food & Agriculture.

The colorful pictorial brochure takes an abbreviated, yet thorough, look at the importance of California agriculture, including amount of land used by agriculture, total cash receipts generated by agriculture last year, top ten farm states nationwide, and a breakdown of where California's \$17.9 billion worth of agricultural commodities are primarily sent.

Copies of the brochure may be obtained by writing to Carl DeWing, Communications Officer, California Dept. of Food & Agriculture, Room 100, 1220 N Street, Sacramento, CA 95814, or by calling DeWing at 916-654-0462.

**COSDA ANNUAL MEETING SET FOR NOVEMBER 1-4 IN ATLANTA, GEORGIA**

The Communication Officers of State Departments of Agriculture (COSDA) will hold their annual meeting and workshops at the Radisson Hotel in downtown Atlanta, Georgia, November 1-4.

Lisa Ray Grovenstein, COSDA president and director of press and consumer services for the Georgia Department of Agriculture, says the conference will include a visit to CNN News Headquarters in Atlanta and a tour of a large north Georgia poultry processing plant.

"Workshop speakers will focus on pertinent agricultural and communication related issues," says Grovenstein. One session will focus on how to effectively deal with news media; another will center on how to survive and overcome media attacks.

The COSDA participants also will review plans and information coverage for 1993 U.S. Food Export Show, sponsored by the National Association of State Departments of Agriculture, to be held in conjunction with the Food Marketing Institute's Supermarket Convention and Educational Exposition in Chicago, IL, May 9-12, 1993.

"Since national election day falls during the course of our meeting, remember to VOTE by absentee ballot before coming," advises Grovenstein.

For further information about the COSDA meeting, call 404-656-3689, or fax query to 404-656-9380





**USDA AWARDS NEW 5-YEAR CID SERVICE CONTRACT TO MARTIN MARIETTA**

The USDA awarded a new 5-year contract to Martin Marietta Corporation to support the federal-wide CID Service. The new contract will continue to drive the cost of the service down and extend the use of the service to the news and information vendors who compete to re-distribute the information on the service.

Under the new contract:

- USDA and state and federal agencies outside USDA loading reports into the service will soon offer graphics -- weather maps, pie charts -- that are included in their hard copy but which they've not been able to provide CID users.
- This also gives users the ability to receive reports by facsimile.
- CID will offer 80-plus character lines, up to 256 characters. This will allow agencies to load tables and reports they can't currently load.
- MMC will provide the service at a cost approximately 20 percent lower than it was the previous three years. This means the cost going into FY '93 will be approximately 70 percent less than what the service cost us in FY '87, the first year we started measuring by lines.
- MMC will no longer give us a volume discount. MMC will continue to offer a rebate to loading agencies but the rebate will kick in only at the "first level discount," when private industry is buying about \$25,000 per month worth of information. We're still a few thousand below that first discount level. As we attract new news and information vendors, we'll achieve the five discount levels.
- Except for those discount levels, federal users will be billed at a "constant cost."
- MMC will continue to offer alternate communications (Telenet, etc.) to those agencies that haven't yet switched over to FTS2000. Private industry will keep on using Telenet.

For more information contact Russell Forte at 202-720-5505 or FTS2000MAIL !a13rforte.

**USDA'S WORLD FOOD DAY TELECONFERENCE AVAILABLE TO DC EMPLOYEES**

Washington-area employees will be able to watch the World Food Day Teleconference, "Linking Food, Health and Development" and sponsored by the U.S. Committee for World Food Day, on October 16.

USDA is providing a down-link for the teleconference from 12:00 to 1:00 p.m., and again from 2:00 to 3:00 p.m. It will be shown on Channel 8 of the LAN System or in Room 107-A of USDA's Administration Building.

During the first hour, an international panel will discuss nutrition issues facing developing countries. The program will deal with a broad range of issues from hunger and malnutrition to food safety, agricultural self-sufficiency and trade.

The second hour will be a discussion involving teleconference sites in North and South America.

For more information, contact Sally Katt at 202-720-2798.

**14TH NATIONAL AISES CONFERENCE DUE NOVEMBER 5-8 IN CAPITAL AREA**

The 14th annual national conference of the American Indian Science and Engineering Society (AISES) will be held November 5-8 in the Washington, DC, metropolitan area, according to Bob Tippeconnie, conference planning chairman.

The conference will take place during the period when most Federal departments hold ceremonies commemorating National American Indian Heritage Month.

AISES and other groups are recognizing 1992 as the "Year of the American Indian." American Indians and Alaska Natives are being noted as having a living dynamic culture and being an important part of American history, said Tippeconnie, Comanche tribe member.

The annual AISES meeting is known as the nation's biggest gathering of American Indian and Alaska Native students. The 1991 national conference in Albuquerque drew a record 2,400 participants, including many high school and college students as well as numerous American Indians who are professionals.

Highlights of this year's conference will include the Council of Elders, the honors banquet to recognize outstanding students and other leaders, a traditional type pow wow, and speeches by Members of Congress and influential American Indian corporate and government leaders in the Capital political community.

The conference will be at the Hyatt Regency Hotel in Crystal City, Arlington, VA, on the southwestern outskirts of Washington, DC.

Director of Indian Affairs Jim Pace and George Holcomb, both of USDA's Office of Public Affairs, will attend the conference.

For more information contact: Jennifer Roe (303-492-8658) or Bob Tippeconnie (202-205-0892).



## DEADLINE FOR ARC'S "GOLDEN ARC AWARDS" DRAWING NEAR

The "Golden Arc Awards" program is sponsored annually by the Agricultural Relations Council (ARC) and has become the premier agricultural public relations awards competition. Except for the Founders Award, all contest categories are open to members and non-members.

Entries must be ag-oriented public relations projects implemented between November 1, 1991 and October 30, 1992. Awards will be given for first place and merit in each category. A "Best-of-Show" award will be presented to the entry judged most outstanding in the competition.

If you have questions about how to prepare entries, call Awards Co-chairs Greg Nickerson (414-784-7200) or Laurie Dvorak (215-443-9406).

Entries are due by 5:00 p.m., October 30. Winning entries will be recognized during the ARC winter meeting, February 10-12, in Las Vegas, Nevada.



## USDA FUNDS NEW VIDEO DOCUMENTARY FROM NEW MEXICO AND PURDUE

A video documentary, "Green Gold, From the Maya to the Moon," has been produced by New Mexico State University (NMSU) and Purdue University. The 30-minute video traces the phenomenal influence of three New World treasures -- corn, potatoes, and chile peppers -- on human history. These plants from the Americas have played major roles in both nurturing and undermining entire societies. "Green Gold" also highlights ongoing efforts to preserve and promote their precious genetic diversity, seen by many as a requirement for global food security.

"Green Gold," funded by USDA, is currently on tour with the Smithsonian Institution and the American Library Association. In addition, the Smithsonian's Natural History Museum will feature the tape several times a day during the long Thanksgiving weekend, followed by a "World Premiere," Friday, December 4, at noon in the Smithsonian's Baird Theater. Assistant Secretary of Agriculture Duane Acker and a panel of land grant scientists who appear in the video will participate in a follow-up discussion.

Other speakers include Hugh Iltis (University of Wisconsin), Sally MacKenzie (Purdue University), Mark Miller (Red Sage Restaurant), Calvin R. Sperling (USDA), and Loren Veisner (National Seeds Storage Lab, Colorado).

The video is scheduled for several fall meetings and quincennial celebrations from Canada to the Dominican Republic. Tape sales are already lively after one showing at the International Plant Science meeting in Iowa this summer, and NMSU and Purdue will be making a mass mailing to school districts and libraries.

"Green Gold" is targeted at a consumer market and looks at the importance of agricultural science and genetic preservation in maintaining a stable food supply.

Producers include Jeanne Gleason and Patrick Holian, both of NMSU; and Tom Luba and Dave King, both of Purdue. The producers made extensive use of E-mail in developing the script, supplemented with timely Fed-Ex window dubs and rough cuts. The video crews taped in about 20 states and traveled to three



foreign countries. Other Agricultural Communicators in Education (ACE) members involved include Michael Kerper, Purdue, on camera; Joan Crow, script consultant, and Sharon Katz, computer graphics for flyer and cover.

For more information or a list of cities hosting "Green Gold" and the Smithsonian tour, contact Jeanne Gleason at 505-646-2701 or Dave King at 317-494-8396.

To order a copy of "Green Gold," send check, money order, VISA or MasterCard number for \$19.95 (plus the shipping and handling flat-rate of \$4.00) to: Department of Agricultural Information, Box 30003, Dept. 3AI, New Mexico State University, Las Cruces, NM 88003.



## ARS MEDIA RELATIONS HEAD TO VISIT NEW YORK EDITORS AND PRODUCERS

Henry (Hank) Becker III, once again heads for New York City to visit national news media for USDA's Agricultural Research Service. During the week of October 26-30, he will visit 35 to 40 editors and TV producers in the city as he has every spring and fall for the last 11 years.

As the head of the Media Relations Unit of ARS' Current Information Staff, he's responsible for establishing and maintaining liaison with editors of publications like the NEW YORK TIMES, SCIENTIFIC AMERICAN, THE WALL STREET JOURNAL, BUSINESSWEEK, FORBES, DISCOVER and POPULAR SCIENCE, and TV producers for NBC, Channel 1, and Life Styles.

Editors visited will receive a press packet of about 12 releases on the agency's latest research findings, and Frontier and Prospector elm trees -- two new types of trees that were bred by crossing American with Asian trees. They resist Dutch elm disease and the elm leaf beetle that can spread the disease.

Between his trips Becker keeps in touch with most of the contacts, answering their inquiries and sending them news information about various ARS research that might be of interest to them.



## GAO CONDUCTS SURVEY OF FED PERSONNEL INVOLVED IN PUBLIC AFFAIRS

The U.S. General Accounting Office, an agency of the Congress, is conducting a survey of federal executive agencies' public affairs and congressional affairs activities.

The purpose of the survey is to determine number of personnel that were involved in these activities during the last two fiscal years.

In a letter to Secretary of Agriculture Edward Madigan, Assistant Comptroller General Richard Fogel said the request for the survey came from the Chairman of the Federal Services, Post Office and Civil Service Subcommittee of the U.S. Senate Committee on Government Affairs.

Fogel said the chairman, Sen. David Pryor, wants to update the staffing information in a previous GAO report, "Public Affairs and Congressional Affairs Activities of Federal Agencies," issued in February 1986. Fogel said USDA is one of the 31 cabinet departments and independent agencies discussed in the 1986 report.

Roger Runningen, director of USDA's Office of Public Affairs and press secretary, has called on all USDA program agencies and staff offices to provide the requested information. OPA will consolidate the information into a USDA report for submission to the GAO by mid-November.

The survey contains six questions: (1) How many personnel -- full-time equivalents -- were involved in public affairs and congressional affairs in fiscal years 1991 and 1992? (2) What were the actual number of personnel involved in public affairs and congressional affairs as of September 30, 1991 and September 30, 1992? (3) Of the total number of personnel reported in Question 2, how many were political appointees? (4) Did the responses in Questions 1-3 include input from all offices of the agency? (5) Please list any offices that were not included in the response to Questions 1-3, and explain why, and (6) Any comments regarding the previous questions or general comments concerning public and congressional affairs; if there were any difficulties gathering the data, please explain.

In his letter to the Secretary of Agriculture, the Assistant Comptroller General pointed out that the survey is "not restricted to public and congressional affairs offices." They can be employed in program offices or in organizational elements other than the public affairs/public information

office or congressional affairs office.

To ensure consistency of responses, GAO provides definitions of public affairs -- an effort to develop and disseminate information to explain the activities of and the issues facing the organization.

Some of the activities that GAO considers "public affairs" are:

(1) issuing press releases on activities, (2) responding to press inquiries, (3) conducting press conferences and briefings, (4) producing leaflets, fact sheets, articles and periodicals for the general public, (5) producing photographic and graphic materials for publications, (6) producing material for radio and television broadcasts, (7) organizing exhibits and offering speakers to schools and groups to explain the organization, (8) developing advertising and other promotional programs to provide information about the agency's programs and services, and (9) developing information provided in response to specific requests from the public, such as Freedom of Information Act requests, Privacy Act requests, etc.

Excluded from public affairs is that information which is developed for the agency's employees, and accounting, statistical and legal information that is developed for use within the government. GAO also provided definitions for congressional affairs and political appointees.

A summary of USDA's response to the survey will be provided in a future issue of INSIDE INFORMATION.



## NEW MEXICO STATE UNIVERSITY HAS OPENING FOR MEDIA SPECIALIST

The New Mexico State University has an opening for a media specialist in its Agricultural Information Department.

Responsibilities include writing news releases, working as news media liaison, supervising student writers, editing, proofing, repackaging educational materials, writing features, and supporting special events.

Qualifications include a bachelor's degree in journalism or a related field; one year of media experience including writing and editing of news and feature material; and work for a company, public institution, or other organization.

To apply, send letter of application (including resume or vita); unofficial transcripts; and names, addresses and phone numbers of three references to: Terry Canup, Department Head, Agricultural Information, Department 3AI, New Mexico State University, Box 30003, Las Cruces, NM 88003-0003. Telephone is 505-646-2701 and Fax is 505-646-2702.

Deadline for applications is November 16.



## USDA PUBLISHES NEW GUIDE TO PROGRAMS FOR NATIVE AMERICANS

"Guide to USDA Programs for Native Americans," a 67-page booklet, has been published by the U.S. Department of Agriculture (USDA) as a reference for teachers, government officials, others working with members of the over 510 federally recognized tribes, and for American Indian and Alaska Native tribal members and leaders. The booklet provides assistance and information on the numerous USDA programs and services available to the Native American people and how to take advantage of them.

The new guide is a sequel to earlier booklets published to provide Native Americans with information about USDA programs. It was prepared by the Native American Programs office of the Office of Intergovernmental Affairs (OIA) in USDA's Office of Public Affairs, in furtherance of the special government-to-government relationship between tribes and the federal government.

USDA has been increasing its outreach efforts with Native Americans and in the past two years has been able to assign agricultural and 4-H club organizing agents on reservations in more than a dozen states. Through compliance with the Food, Agriculture, Conservation, and Trade Act of 1990 (P.L. 101-624), USDA has set up outreach offices on reservations for tribes holding nearly 50% of the 56 million acres of Indian lands (this does not include Alaska).



Although all USDA programs outlined in the booklet are available without regard to race, creed, color, sex, or national origin, some provide special assistance to the particular needs of American Indians and Alaska Natives.

Some of these special programs include: the Agriculture Stabilization and Conservation Service's (ASCS) Indian Acute Distress Donation Program, which provides for donations of feed grains for livestock on Indian land following natural disasters; the USDA's Farmers Home Administration (FmHA) program to loan money to tribes or tribal corporations to buy land that was owned by non-Indians inside reservations; and the Food and Nutrition Service's (FNS) program to help meet nutritional needs of low-income households on Indian reservations and Indian households near reservations.

A copy of the booklet may be requested by contacting the USDA, Native American Programs office at 202-720-3805.



#### USDA'S NAL HAS NEW PUBLICATIONS ON SUSTAINABLE AGRICULTURE

Three new publications dealing with sustainable agriculture are now available from USDA's National Agricultural Library, according to Brian Norris, NAL's public affairs officer.

"Sustainable Agriculture in Print: Current Books" and "Videocassettes in the NAL Collection Pertaining to Alternative Farming Systems" are bibliographies of books and videotapes on sustainable agriculture.

The "Calendar of Events related to Sustainable Agriculture" includes an eight-page listing of national and regional seminars and conferences on sustainable agriculture.

Copies of the publications are available, free of charge, by sending a self-addressed mailing label with a request specifying the desired publication to: AFSIC, Room 111, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, MD 20705-2351.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

November 5-6:

RAGAN COMMUNICATIONS 5TH ANNUAL SPEECHWRITING CONFERENCE

Marriott Hotel, Chicago, Illinois

Contact: 800-879-5331 or fax 312-335-9583

November 18:

AGRICULTURAL COMMUNICATORS IN EDUCATION WORKSHOP

"USA Today" News Story Conference

USA Today Building, Rosslyn, Virginia

Contact: Hank Becker, USDA ARS, 301-504-8547

November 19-22:

SOCIETY OF PROFESSIONAL JOURNALISTS NATIONAL CONVENTION

Stouffer Harborplace Hotel, Baltimore, Maryland

Contact: SPJ, 317-653-3333

January 14-16, 1993:

NAGC 1992 NATIONAL COMMUNICATIONS SCHOOL

Old Colony Inn, Alexandria, Virginia

Contact: Debbie Trocchi, 703-519-3902

January 30 - February 3, 1993:

Southern Association of Agricultural Scientists Annual Conference

Tulsa, Oklahoma

Contact: 703-231-6295

April 8, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION SPRING WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Hank Becker, USDA, ARS, 301-504-8547

May 8-12, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION INTERNAT'L MEETING

Theme: "ACE '93, Discover New Worlds"

Hotel Intercontinental on Biscayne Bay, Miami, Florida

Contact: Donald Poucher, 904-392-0437 or Thomas Hintz, 904-392-5180

